



Stronger than ever  
George Brown's Student  
Association **3**



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Volume 17 Number 1 | September 1999

# city college news

A Bulletin For And By George Brown Employees

## A resolution for dramatic change

The last 5 to 10 years have been challenging ones for the college system, and George Brown in particular. Besides weathering the effects of restructuring, downsizing and conservative political climates, the staff and students of Ontario's colleges have had to deal with a difficult fiscal situation. Since 1989, enrolment at Ontario's colleges has increased by 33 per cent while the government operating grant has decreased by more than 21 per cent. At George Brown, the funding cutbacks were the highest in the system.

The Key Performance Indicators (KPI) presented the colleges with the first system-wide, comprehensive collection of "hard" data in some time. For the most part, the results of the surveys were positive in their appraisal of Ontario's colleges. Both graduates and employers cited their satisfaction with the level of education and preparation received. However, in the surveys measuring student satisfaction, the numbers were less encouraging. Students expressed dissatisfaction with factors such as academic delivery, the quality of the facilities and resources, and the level of service in key areas.

**"I cannot say whether things will get better if we change; what I can say is they must change if they are to get better."**

—G.C. Lichtenberg

At George Brown, it is clear that major improvements in programs and service levels have to be made in order to effect dramatic change. "The difficulty is that you need to evaluate the data carefully, or you could make the wrong investment," explains Michael Cooke, Dean, Community Services and Health Sciences.

Cooke has been charged by the President with the responsibility of coordinating the efforts to revitalize George Brown College. The new mandate, "Building our Future: A Focus on Renewal," will drive the evolution of three vital areas: improvement of the learning

Please see *Dramatic* on page 5



Students are now able to sit while they register and pay fees at the new St. James Campus Registration Centre. The centre was created off the new main lobby.

## A facility for improvement

While students and staff were off-campus this summer enjoying a renewal of their energy and enthusiasm, George Brown College was experiencing a renewal of its own. As a result of the recent Key Performance Indicator surveys, and the acquisition of additional funds from the provincial government, many changes were made to the facilities and services at the various campuses.

Bashar Amer, Director, Facilities Management, explains that the focus has been on improving College atmosphere

**"There is a new freshness to the areas that will be particularly inviting to everyone."**

—Bashar Amer, Director,  
Facilities Management

and services for both students and staff. For instance, one of the most dramatic areas of change can be seen in the relocation and/or redesign of the registration centres at the St. James and Casa Loma

Please see *Improvement* on page 12



## from the president

Frank Soroichinsky

I hope everyone has had the opportunity to enjoy a vacation this past summer, and that as the 1999/2000 academic year gets into full swing we are all ready to meet new challenges and opportunities.

Over the past few years, the College has necessarily been focussed on ensuring financial stability. Due in large part to the hard work and dedication of our employees, we have succeeded in bringing the College out of a financial deficit while maintaining and even improving the quality of our academic offerings. While sound financial management will continue to be important, we must now shift our focus to other areas.

**"We have succeeded in bringing the College out of a financial deficit while maintaining and even improving the quality of our academic offerings."**

We must strive to make improvements in all the services we provide. This will require changes in all of our service areas — our systems and facilities; the learning experience we offer our students; and in the way we do our work. By now, most members of the George

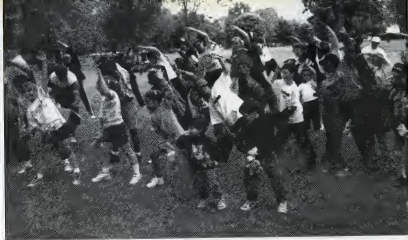
Brown community have heard about the two one-day meetings which are scheduled to take place in late October. These forums, entitled "Building Our Future:

A Focus on Renewal," are intended to provide us with a starting point in our journey towards service excellence — improving the way we serve our students and each other.

In conjunction with improving our services, we must also focus on raising our academic standards and quality. Continued viability of existing programs, new programs, partnerships — both with other educational institutions and employers — and the future of

our College will all depend on these efforts.

Just as we met other financial challenges, I am confident of our success in attaining service excellence and raising the College's academic standards and quality. Together, we can make a difference.



George Brown staff and their children enjoy one of the many delightful activities available at the Staff Picnic, held on June 26, 1999.

## College on sound financial footing

One year ahead of schedule, George Brown College has eliminated its accumulated deficit, which stood at \$7.2 million at the end of fiscal 1996/97. This means that there are now funds available for the reserve fund (\$2.8 million) and to support new ventures that will help bring the College into the Twenty-first Century with increased confidence.

Bob Struthers, Vice-President, Corporate Services and External Relations, announced in June that a \$1.6 million fund has been set aside for strategic investment initiative. Also, a \$2.5 million capital fund has been established to support building a new 100,000 square foot facility at Casa Loma campus (to replace buildings E and A).

"This turnaround is a remarkable accomplishment," states Struthers, "...and one about which the College has much reason to be proud." Struthers cites the hard work of the budget holders on staff who took firm

**"This turnaround is a remarkable accomplishment," states Struthers, "...and one about which the College has much reason to be proud."**

measures to control their expenditure lines, ensuring that budget allocations were not exceeded over the three year period.

"In the educational field, we are never out of the woods. We continue to need prudent financial control of our expenditures. And we need to continue our efforts to boost revenues in key areas, as a hedge against revenue reductions which are inevitable in others. But at least we are at the edge of the forest, facing out, not in," he adds.

Contact: Bob Struthers at 415-4476.

## STUDENT ASSOCIATION:

## Strength in numbers

**Jerome Adamo, President**  
**Elizabeth Antunes, VP, St. James**  
**Margaret Cameron, VP, Education**  
**Nicole Hamilton, VP, Nightingale**  
**Drew Sauveur, VP, Casa Loma**  
**James Williams, VP, Hospitality**

The Student Association (SA) of George Brown College has a strong sense of purpose this year, and they want the College community to know and understand their commitment to it.

"It takes a very strong individual to recognize and improve on things that need improvement, who can admit it and then make it better," says Jerome Adamo, President. He believes that is an apt description for each member of the SA Executive. They have all had previous involvement with the SA, know the processes and services, and understand how to get things done. Besides, they like working together.

"We all have a specialty, but we work as a team. There's never an 'I', always an 'us'," explains James Williams, Hospitality Representative. While every one brings a unique strength to the group, Adamo states that one overriding characteristic — leadership — is what will make a difference this year.

In the last two years, the SA conducted a needs assessment survey of George Brown's students and, based on those results, made significant changes to their organization. The Board of Directors increased from 11 to 24 members, with representation from all College campuses, clubs, and societies. The increased representation positively affected

their ability to participate in College-wide committees, such as the Board of Governors, Student Academic Issues, the Finance Committee, and the recently formed Design Team.

Adamo states that they're "committed to spearheading an outlook on student satisfaction, and providing a role model for the Design Team. We want to give them a clear answer to the question, 'What is it that students need?'" he adds.

The Executive might be paid for only twenty hours a week, but their output and actual hours far exceed this amount.

The variety of activities and programming is vast, but then, so is the student population of George Brown. This year, their plans include (but are not limited to):

- the Women's Centres at Nightingale, St. James and Casa Loma campuses: staffed by volunteers, these centres focus on services that support women — library, speakers, FemiNite, programming, quiet discussion rooms, referrals;
- the Food Banks at Nightingale, St. James and Casa Loma campuses: the only educational institution that is a charter member of the Daily Bread Food Bank, George Brown's aim is to provide "just enough" food for needy George Brown students. There is a committed policy to confidentiality, and students can access the bank every two weeks at one of the discreet locations on-campus. Student and staff volunteers are always needed;
- Student Advocacy: an Executive member represents the students



Back row: Jim Andreu, James Williams\*, Andrew Sauveur\*, Kenney Fitzpatrick  
 Middle row: Allan Stokell, Monique Kavanagh, Isabel Espinoza, Helena Miekus, Lori Foran  
 Front row: Elizabeth Antunes\*, Jerome Adamo\*, Margaret Cameron\*  
 Missing: Nicole Hamilton\*, Wayne Poirier (Exec. Director) \*Executive members

on committees like the Canadian Federation of Students, and advises on issues that impact students. These issues include changes to the Ontario Student Assistance Program (OSAP), tuition, and academic appeals;

- services such as the Student Health Plan; an in-house lawyer (who advises students on family, criminal, landlord/tenant and contract issues, but does not represent them in court); support for clubs and groups; and more;
- Special events:

**Orientation for new students**  
 ("Rock the Block" — the annual street party; *Bright Lights, Big City* — a two-day introduction to Toronto and environs; *Open House* — a get-to-know-you during the first week of classes; presentations at academic gatherings; classroom visits);

**Special event pubs** — *FemiNite*; *Year 2000*; *pub crawls*; *pub service*; *hours made more regular*;

**Concert events**;  
**RAK** — *Random Acts of Kindness* — *days*;

**Twonie Lane** — *twonies are placed along a taped "highway" through the college (last year, over \$500, was collected for the United Way); Boat cruise.*

With so many activities on their plate, the Student Association wants to impress on the College community — both students and staff — that there is an open invitation to everyone to participate in all events. Their commitment to the improvement of college relations is real, and Liz Antunes, Vice-President, St. James, believes this with a passion. "We want to have left our mark by leading 10,000 students into the millennium, but even more, we want to know that we've made a dent in the students' lives and that (when they leave here in the spring), they will be walking away from the best year of their lives."

Adamo has the final word. "Awareness is one thing. Action is another."

Contact: Student Association, General Inquiries, 415-2455.

# A council of peers

Democracy at its best.

That's what Stephen Burr, Chair of George Brown's College Council, believes. "This is a community council. Everyone's opinion is heard and is equal," states Burr. For a committee that is comprised of close to forty people from all areas of the College, from the Student Association to the academic faculties and service departments, this is a glowing recommendation.

The Council's mandate is to make recommendations to the President on issues concerning the College. Three sub-committees, which anyone in the College can join, meet on a regular basis to process and debate issues and then bring them forward to the Council for possible resolution.

For the 1999/2000 academic year, Burr perceives several issues to be prominent: effective communication of the Council's work to the College at large; more involvement from the college community (any member of the staff or student population can attend a sub-committee meeting); and the development of local councils, where staff, faculty, and students in a particular faculty can meet to discuss issues and bring them to the Council.

"We try to break down the barriers for the students, eliminate bureaucracy, and give clarity to our processes," says Burr.

## College Council Chair:

Stephen Burr, ext. 2231

## Chair-Elect:

Franky Chernin, ext. 4674

## Administrative Assistant:

Wendy Lang-Dalby, ext. 4479

## Council Representation:

Academic (15 elected),  
Support Staff (5 elected),  
Administration (3 elected),  
Students (5 elected),  
College-wide (2 elected, 3 appointed by President),  
Ex-Officio (6 non-voting, from Board of Governors and Administration)

## Standing Committees:

- 1) Diversity, Equity and Safety
- 2) Student/Staff Issues
- 3) Program Issues

## Committees and Working Parties:

- 1) Academic and Student Affairs
- 2) Program Approval Committee
- 3) School of Labour

The first meeting of the 1999/2000 academic year was held on September 9, 1999. Meetings are held the second Thursday of every month, September through June, at 8:45 a.m. Locations alternate between the Boardroom, 500 MacPherson, and Room 310, 300 Adelaide.

As for the effectiveness of the Council, Burr is adamant that it fulfills its mandate, even if change is not immediately seen. "We work hard to get resolution and move issues to the President's Office, but sometimes the debate is the best resolution. In the long-term, we are very effective."

Contact: Stephen Burr  
at 415-2231.

# city college people

## New Academic Staff

Yiber Ramadan, Faculty of Technology; Jerri Johnson, Faculty of Business & Creative Arts; Mark Kritoph, Faculty of Business & Creative Arts; Peter Lawrence, Faculty of Business & Creative Arts; Betty Landry, Faculty of Community Services & Health Sciences; Wayne Nicholson, Faculty of Community Services & Health Sciences; Campbell McDermid, Faculty of Community Services & Health Sciences; Reza Davoodi, Faculty of Hospitality & Tourism; Richard Kelly, Faculty of Community Services & Health Sciences; Mary Griffin, Faculty of Community Services and Health Sciences; Grace Iannucci, Community Services & Allied Health; Sandra Dorley, Faculty of Technology; Victoria Koch, Faculty of Technology; Thomas Orman, Faculty of Technology; Karen Hamilton, Faculty of Community Services and Health Sciences; Rhonda Sandberg, Faculty of Community Services and Health Sciences.

## New Administration Staff

Ruth Acton, Manager, Registration, Registrar's Office; Anya Wood, Chair, Information Technology, Faculty of Technology; David Ivany, Manager, (Academic) Labour Relations.

## New Support Staff

Janeth Avila, Clerk, Clerical Workers' Centre; Miguel Roman, Programmer, Information Systems; John Skinner, Programmer Analyst, Centre for Continuous Learning; Angelo Vouloukos, Technician, Centre for Continuous Learning; Larisa Eneremodu, Programmer Analyst, Information Systems; Jeffrey Reynolds, Technician, Educational Resources; Danny Sadovsky, Technician, Educational Resources; Pamela Bryden, ECE, Scotia Child Care Centre; Marco Ramos, Clerk, Registrar's Office; Cheryl Dunn, Publications Coordinator, Centre for Continuous Learning; Stephen Flett, Technician, Educational Resources; Dawn Chandelier,

Clerk, Centre for Continuous Learning; Jane Tustin, Clerk, Community Services and Health Sciences; Grimalda Roias, ECE, Fashion District Child Care Centre; Jane Espedido, Receptionist, Human Resources; Brent Stonefish, Secretary, Academic Bridging; Richard Schembri, Tradesman, Facilities Management.

## Staff on the Move

Kathleen Abbott, Chair, Business/Fashion and Creative Arts, Faculty of Business and Creative Arts; Chris Wengle, SSO, Centre for Continuous Learning; Melissa Okorie, SSO, Registrar's Office; Jacqueline MacNeil, Administrative Assistant to the President and Board of Governors; William Juranic, Chair, Continuing Education - Technology, Centre for Continuous Learning; Nola Todd, Manager, Academic Records, Registrar's Office; Brenda Yip, Manager, Electronics Technician CD ROM Program, Centre for Continuous Learning; Kay Oxford, Chair, Interdisciplinary Studies, Faculty of Business and Creative Arts; Peter Olteanu, Manager, Financial Assistance and Student Awards, Student Affairs; Cal Shaw, Chair, LIAD, Centre for Continuous Learning; Elizabeth Ukrainetz, Library Technician, Clerical Workers' Centre.

## Retiring from the College

Alex Adams, Francesco Apolloni, Ed Badovinac, Ken Banks, Len Blizzard, Erma Collins, Tim Dineen, Kineith Davis, Peter Fletcher, Pearl Hazen, Ed Jordan, Miro Klement, George Krisman, Antonio Labora, Barry Longlade, Anne McIntyre, Mary Maguire, Elizabeth MacDonald, Margaret McCollum, Loreen Miskewich, Angelo Morfetas, Quentin Ng, Mario Parravano, Gary Rozsa, Grizella Schanderl, Joe Silba, Pauline Walfield, Perry Watson, Catherine Wilson, Rick Zaleschuk.

## Leaving the College

Jennifer Bolt, Jackie MacDonald, Robert Rocca, Debbie Smith, David Tate, Robert Forbes, David Chalmers.





## College Donates Canada Day Birthday Cake

What's made of 9000 eggs, contains 250 kg of sugar, 280 kg of flour, 250 kg of cream filling, 350 kg of frosting, 50 kg of rolled fondant, 20 kg of Biscrunch, weighs two tons, and is 400 square feet?

Thanks to George Brown College, the largest birthday cake this city has ever seen!

In early June, the George Brown Foundation was contacted by the Toronto Harbour Parade of Lights to participate in this year's charity boating event, held in Toronto Harbour on Canada Day. Through the generosity and overwhelming enthusiasm of members of George Brown's Faculty of Hospitality & Tourism, corporate sponsors, students, and the support of the College's Foundation, Canada's largest birthday cake was baked to celebrate nationalism, generosity and volunteerism in Canada.

A whopping 32 by 12 feet in total, the massive creation was on display at Harbourfront Centre on Canada Day, sold for \$1 a slice and raised in excess of \$9000 for the charities entered in the Boat Parade "We simply wanted to give something back to the community we serve as a College," says Peter Scholtes, Baking Coordinator for the

Faculty of Hospitality & Tourism, and lead volunteer for the project. Ian Gallacher, Baking Professor, rolled 50 kilograms of edible fondant into massive logos, all the provincial and territorial flags, a giant "Happy Birthday Canada," and other phrases in over 20 different languages to reflect multiculturalism.

Laura Bryan, Baking Professor, is especially proud of the corporate support elicited for the project. Weston Bakeries, S. Gumpert Co. Canada Ltd., Mimac Glaze Ltd., and Guthrie Containers donated over \$6,000 in ingredients for the project. Alumni involved in the project were: Sergio Bozzo, Patricia Licata, Kimberley Lugsdin, Julie Montgomery, Deanne Nizamuddin, Mark Perera, Adrienne Schwartz, Pamela Sherritt, Giancarlo Trombino, and Patricia Wright. Kevin Bryan, Continuing Education Baking Professor, stressed, "it was a wonderful experience for the students; something to be proud of; and it demonstrated the high calibre of alumni coming from George Brown College."

If you missed this year's cake, just wait and see what the Faculty of Hospitality & Tourism team will be whipping up for Canada Day 2000.

## Dramatic change

continued from page 1

experience; upgrading and enhancement of the infrastructure of the College (facilities, student information services); and a cultural change project that seeks to inject a fresh perspective and renewed sense of energy into the College.

Some strategic objectives have already been set in place. There is an increased focus on: communications; timely and helpful student feedback; and making customer service stem from an attitude of "what can we do for you?". Every dean and director has been charged with developing workplans that support the College's objectives, and the President and Management Committee have not only deemed this project of highest priority, but allocated specific funds for implementation.

"The College hopes to increase student and staff satisfaction levels to at least 70 per cent by the year 2001," says Cooke. "In order to change, everyone needs to buy in."

Part of the strategy to support this resolution is the forum event (two one-day forums scheduled for October 28 and 29, 1999). Each day will involve 450 staff members (all staff are strongly encouraged to attend) and students, who will be asked to do the following:

- say what they see — "how is George Brown College now?";
- paint a picture of a new George Brown College — "what will it look like?";

• help define the first steps that will lead to attaining the goal "George Brown College's future."

Each day will be highly participatory and interactive. Managers will be on hand to emphasize their commitment to the process, and to listen. Once the forums are complete, 120 volunteers will be recruited to help with the second step of the process — setting the benchmarks for change. Cooke

**"The College hopes to increase student and staff satisfaction levels to at least 70 per cent by the year 2001. In order to change, everyone needs to buy in."**

—Michael Cooke

stresses that the forums are not the sole strategy for change and renewal but "intended as a catalytic jolt" to the process.

"We want people to imagine the George Brown College that they want to work at; to help create it and believe that it's possible," Cooke explains. Cooke and his committee are working to ensure that the processes in place will enable and motivate the staff and students to do just that.

Contact: Michael Cooke at 415-2569.

# Award of Excellence Winners



▲ Faculty of Hospitality & Tourism professor Barbara Dunlop is presented with the Faculty of Hospitality and Tourism's Award of Excellence for Teaching Excellence by Dean Ron Thompson (left) and President Frank Sorochinsky.



▲ Faculty of Hospitality & Tourism professor Kay Hamilton was presented with the Faculty of Hospitality and Tourism's Award of Excellence for Teaching Excellence



▲ Faculty of Hospitality & Tourism professor Michael Fung is presented with the Faculty of Hospitality and Tourism's Award of Excellence for Outstanding Community Service by Dean Ron Thompson (left)



▲ Faculty of Business and Creative Arts chair Brian Dunlop is presented with the Faculty of Business and Creative Arts' Award of Excellence Award for Leadership by Dean Paul Carlier.



▲ Faculty of Hospitality & Tourism professors (l to r) Tom Gibson, Ian Grady, and Ed Wright are presented with the Faculty of Hospitality and Tourism's Award of Excellence for Team Achievement by Dean Ron Thompson (left) and President Frank Sorochinsky. Gibson, Grady, and Wright led the George Brown student team that won the Junior World Championships in Luxembourg.



▲ Faculty of Community Services and Health Sciences professor Susan Rudin is presented with the Faculty of Community Services and Health Sciences Award of Excellence for Leadership by Dean Michael Cooke (left) and President Frank Sorochinsky.



▲ Faculty of Community Services and Health Sciences professor Jerry Nugent was presented with the Faculty of Community Services and Health Sciences Award of Excellence for Leadership.



▲ Faculty of Community Services and Health Sciences Continuing Education Officer Dianne Bennett is presented with the Faculty of CSH Award of Excellence for Outstanding Service to the College Community by Dean Michael Cooke.



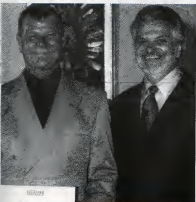
▲ Faculty of Community Services and Health Sciences professor Robin Byers is presented with the Faculty of Community Services and Health Sciences Award of Excellence for Outstanding Community Service by Dean Michael Cooke (left) and President Frank Sorochniuk.



▲ Faculty of Community Services and Health Sciences Early Childhood Education Workers Mary Blazich (left), and Ann Rousseau are presented with the Faculty of Community Services and Health Sciences Award of Excellence for Team Achievement by Dean Michael Cooke and President Frank Sorochniuk.



▲ Faculty of Technology professor John Wills is presented with the Faculty of Technology's Award of Excellence for Leadership.



▲ Faculty of Technology Technologist Eric Simundson (left) is presented with the Faculty of Technology's Award of Excellence for Outstanding Service to the College Community by President Frank Sorochniuk.



▲ Faculty of Technology professor Douglas Ray is presented with the Faculty of Technology's Award of Excellence for Outstanding Community Service by Dean Joy McKinnon and President Frank Sorochniuk.



▲ Faculty of Technology professors Gary Leong (left), Frank Achwardson (back row second from left), Kevin Lendor (holding plaque), and Robert Young (right) are presented with the Faculty of Technology's Award of Excellence for Team Achievement by Dean Joy McKinnon and President Frank Sorochniuk. Missing from photo: Bob Mattingly.



▲ St. James Campus Operations Officer Carol Fortune is presented with the Facilities Management Department Award of Excellence for Outstanding Service to the College Community by Facilities Management Director Babar Amer.



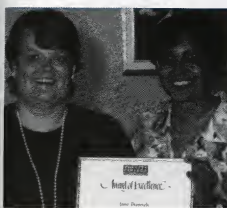
▲ St. James Evening Campus Supervisor Chris Brown (second from left), Nightingale Evening Campus Supervisor Ivan Holosivuk (holding plaque), and Chai Yume Evening Campus Supervisor Carl Lewis (second from right) are presented with the Facilities Management Department Award of Excellence for Team Achievement by Facilities Management Director Babar Amer (right) and President Frank Sorochniuk.



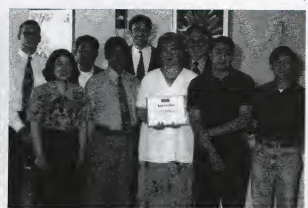
▲ Student Affairs Student Assistant Cynthia McDonagh (left) and Student Affairs Counsellor Melissa Bachman (right) are presented with the Student Affairs, Educational Resources, Learning Innovations and Academic Development Award of Excellence for Leadership by Student Affairs Director Susan Syllanas (second from left) and President Frank Sorochniuk.



▲ Information Commons Manager Tetsuna Sato (second from left) and Information Commons Lead Heidi McDonald (second from right) are presented with the Student Affairs, Educational Resources, Learning Innovations and Academic Development Award of Excellence for Team Achievement by Information Resources Director John Hardy (left) and President Frank Sorochniuk.



▲ St. James Registration Centre Registration and Information Services Assistant Jane Dietrich (left) is presented with the Registrar's Office/Information Systems Award of Excellence for Outstanding Service to the College Community by Registrar Fahide Hanif.



▲ Information Systems Department staff (back row, from left: Sebastian Organicki, Yu Lan and (front row, from left) Lam Tran, Shiva Samraj, Cal Lazaridis, Miguel Roman, and Paul Tong) are presented with the Registrar's Office/Information Systems Award of Excellence for Team Achievement by Information Systems Director Ian Barnett (back row, third from left) and President Frank Sorochniuk. Missing from photo: User Services and Telecommunications Manager John Henderson.

#### Additional Award Recipients (not shown)

Faculty of Technology professor Doug LaPorte was presented with the Faculty of Technology's Award of Excellence for Teaching Excellence.

Continuing Education teacher Peter Carver was presented with the Award of Excellence for Teaching, and Continuing Education Manager Tracy Elford was presented with an Award of Excellence for Outstanding Service to the College Community.

# The Board of Governors

George Brown College is pleased to announce the new Chair and Vice-Chair for the 1999/2000 Board of Governors. Michael Lecky, Chair, and Warner Woodley, Vice-Chair, have been valuable members of the Board and are looking forward to taking on their new roles. In addition, Ed Ksenych, a faculty member in Interdisciplinary Studies, will be the new faculty representative on the Board this fall.

The first meeting of the Board of Governors for 1999/2000 took place on September 8.

## Warner Woodley, Vice-Chair Board of Governors

**W**hile Warner Woodley, Vice-Chair of the Board of Governors, has an interesting and varied background in administrative positions at Inco, Husky Oil and Abitibi Price, it is his experience with Mainstream Access Corporation, where he is Chairman and CEO, that gives him his passion for helping others. Their philosophies of "making a difference" and "giving back to the community" drive his life and have helped him decide to share his expertise with George Brown.

Mainstream Access is a company that specializes in career and organizational transition. After seeing Abitibi Price downsized by half, he believed "there was a better way to do it" and started to develop programs that would enable people to see the value in their own strengths and skills, and learn how to translate them to other areas of work. Mainstream Access is now one of the top five national firms in Canada.

His experience with companies in transition gives him a unique perspective on the changes happening in the college system. "They're not going through a transition so much as a transformation," Woodley



explains. "The whole educational system is going to make a radical shift to a more student-driven philosophy, and we have to provide support to the people who are going to manage that."

Woodley believes his contribution of a business approach to the educational process can be helpful to the Board of Governors, and he is a proponent of centres of excellence in the Greater Toronto Area. "These centres could put a bit more strain on travel considerations, but we can overcome that with adaptability and flexibility of delivery — distance education, modules, online delivery," he adds.

Even though free time is a rare commodity, Woodley finds his tenure on the Board of Governors a valuable one. "I feel I'm making a difference," he says. "I try very hard not to miss a meeting."

Contact: Jacqueline MacNeil at 415-4472.

## Michael Lecky: A chair with heart

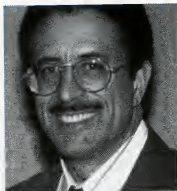
**D**etermination, drive, business acumen, an understanding of other cultures — these are just some of the qualities that Michael Lecky, 46, brings to his position as Chair of the Board of Governors.

Lecky's background is an impressive one. During the early 70s, he represented Jamaica as an Olympic cyclist, learning to appreciate people from different countries and honing the competitive nature that made him, at 23, one of the youngest managers in the insurance industry in his country.

Lecky believes that his family's background in business and entrepreneurship has played a role in his successes — past and present. At the age of 26, he moved with his family to Canada and started his own insurance business. He is now President of Alliance Insurance Brokers Limited. "It was a challenge," he remembers, "I didn't know anyone, but I was determined."

Today, in addition to his business, Lecky is involved with many outside organizations, such as the Black Business Professionals Association, alumni organizations, the RCMP Commissioners' Advisory Committee on Visible Minorities (where he is the Ontario representative), and George Brown College. "It gives me pleasure to help people and create things together in a non-competitive atmosphere," says Lecky.

As a member of the Board's



**Lecky was, at 23, one of the youngest managers in the insurance industry in his country.**

Finance and Property Committee, Lecky feels that he brings a unique understanding of the business community to its mandate. "I enjoy business and looking at balance sheets and growth. There is little room for profit in a community college, but I like to see a well-run organization."

As for the experience of the Board itself, Lecky is adamant about the joy of "meeting so many wonderful, committed people and seeing so many views represented." He smiles. "There is a great mix and balance to the Board. It brings a richness, and makes us stronger."

Contact: Jacqueline MacNeil, 415-4472.



## A passion for education

Ed Ksenych, faculty member in Interdisciplinary Studies, has been actively involved with academic issues throughout his tenure at George Brown College. He has served on the General Education Committee, Academic Council, and the College committee for "Building our Future: A Focus on Renewal." It is no surprise, then, that he decided to pursue a position as the faculty representative on the Board of Governors this year. "Educational issues have always been a concern to me," says Ksenych.

As part of his preparation for the position, he invited faculty to a series of focus groups. Over one-third responded. Working with Bob Luker, a professor in the Community Services and Health Sciences faculty (and former academic representative on the Board of Governors), he gathered their concerns for future discussion and resolution. "We wanted to send a message that we were interested in what our peers had to say."

To support his role on the Board of Governors, Ksenych wants to continue holding regular focus groups with his fellow professors, and to update them via voice-mail after each meeting with the President. He also wants to ensure that an academic approach to learning remains the priority of the College.

Mostly, Ksenych wants to listen to his constituents and work closely with the Management Committee to ensure that faculty issues are addressed. "It's a chance to influence and help shape the College," he explains. "And it's a link with the community."

Contact: Ed Ksenych at 415-2088.

# Recruitment: a college-wide function

Student recruitment has become an area with exciting challenges and variety over the last 10 years. The focus has shifted from primarily secondary school recruitment to adult day schools and retraining, universities and other colleges, elementary schools and the general public. This year, Peggy Bloom, Recruitment Coordinator for George Brown, expects to attend at least three university events, numerous college fairs, trade shows such as the World of Work, patents' nights, selected grade nine sessions, and, of course, college information presentations at dozens of high schools in the Greater Toronto Area.

"The Ontario College Application Service's report shows that many of our students come from outside our immediate area, and that Ajax/Pickering is a huge growth area, especially for technology programs," Bloom explains. "We hope to increase our visibility by visiting schools there, as well as the college fairs at Sheridan, Durham and possibly Georgian."

The new Grade Nine Project currently being developed by Bloom is a timely one, because students in their first year of high school now have to generate an education plan. Early research shows that they are extremely interested in college and have very pointed questions to ask. "With the new mandates in education, it's a good time to be in the schools," says Bloom.

In the spring of 2000, Bloom hopes to present a career-planning workshop that will

assist the students in defining their career plans. It will link college programs with students' skills and interests, showing students where the connections are and allowing them to see where their courses may eventually lead. She is working with staff in the Career Planning department of Student Affairs to make this happen.

Events such as the annual College Information Day are also prime methods for creating awareness of the college education system — and George Brown in particular. On Monday, November 1, an event for local secondary schools and the general public, including a student panel, will be held at the St. James Campus (from 9:30 a.m. to 12:30 p.m.). It will include college booths and workshops on career planning, financial management, and student life.

Very few of these activities could occur without the participation of the faculty and staff of the College. Bloom believes that recruitment is a college-wide function. "I try to make everyone aware of the opportunities available. This way, we can work together to ensure that people interested in George Brown get the information they need to make an informed choice."

The Admissions and Liaison Advisory Committee is one example of how the staff of the College come together to share their expertise. It is comprised of various College representatives from the Registrar's department, Student Affairs, and

**"With the new mandates in education, it's a good time to be in the schools," says Bloom.**

Communications and Marketing, as well as guidance counsellors from various Boards in the Toronto area. They meet three times a year to discuss pertinent educational issues, update admissions and financial aid information, and feature an innovative or new area of the College.

"I am so impressed with how receptive the staff are and how willing they are to work with me when I present them with viable opportunities," adds Bloom. "Since this environment has been created, many staff have come to me in advance to see what's happening. It's a real partnership."

Bloom suggests that faculty and staff can assist her at any location where a booth is used, and at schools when career days occur (each spring). They are also welcome to use research materials such as the OCAS report to determine their own recruitment plans, or to contact the Boards to develop special projects.

Contact: Peggy Bloom at (416) 415-2267.



From left: John Arena, Lou Tarsitano, Enrico Casciato, Rob Adams.

## The skills to succeed

To win at the National and Provincial levels of Skills Canada means that you have the innovation, confidence and expertise to compete with the best. Eleven George Brown Students showed they have these three qualities — and walked away as medal-winners in their divisions at the 1999 competitions. The following students came out in front against other colleges across Ontario and Canada:

### NATIONAL LEVEL -

**Plumbing:** Enrico Casciato, Gold; John Arena, Silver;  
**Electrical:** Walter Cavalheiro, Gold (MET sponsored).

### PROVINCIAL LEVEL -

**Plumbing:** John Arena, Gold; Enrico Casciato, Bronze.  
**Mechanical CADD:** Andy Lee, Bronze.  
**HVAC:** Christopher Jeans, Silver; Christopher Trinkwon, Bronze.  
**Electrical:** Walter Cavalheiro, Gold (MET sponsored).  
**Men's Hairstyling:** Steve Grimley, Gold (MET sponsored).  
**Ladies' Hairstyling:** Martha Lutkiewicz, Silver (MET sponsored).

At the three-day National championships held in June, George Brown College was the envy of every other college with their innovative tent display booth. Inside, representatives from every faculty of the College staffed display tables and spoke with visitors (there were over 10,000 attendees at this year's competition). Mostly elementary and secondary school students, they were eager to pick up materials, grab a taste of the popcorn and sno-kones being handed out in the tent, listen to the music, watch the program videos, and get answers to their questions.

"We sent contestants as usual," explains Joy McKinnon, Dean, Technology, "but we also approached it like an event." Chris Wengle, coordinator of the booth for George Brown College, says that the approach worked for them. "The cross-college participation was wonderful and really set us apart from the other colleges. It was very, very successful."

Contact: Joy McKinnon, Dean, Technology at 415-4782.

# Specialization is focus of future

Maureen Callahan, Vice-President, Academic and Student Affairs, is a strong proponent of student satisfaction. As she states, "College is the first level of education where people are not required to be there. It's a choice. They come here consciously and deliberately."

It may be why she believes that George Brown should always be looking to the future with its programming, developing new offerings that

Services are also areas that profit from the downtown Toronto setting, and Callahan expects to build on this aspect. Likewise, the School of Business is looking at other areas where specialized programming could be developed.

In Community Services, the introduction of the Sign Language Pre-Interpreter program this year now completes a suite of programs in that cluster.

## Over the next few years, Callahan hopes to see George Brown develop particular specialties in most of its faculties.

meet student and employer demand, and enhancing curriculum to satisfy technological change.

Over the next few years, Callahan hopes to see George Brown develop particular specialties in most of its faculties. With the emergence of information technology and microelectronics, George Brown will be capitalizing on these areas by developing new centres of excellence, while maintaining support for the skilled trades programs.

Hospitality will continue to expand its tourism offerings, especially in convention and special event management. "It's a natural for us," states Callahan, given the College's location in one of the top tourism spots in Canada.

Accounting and Financial

The new General Arts and Science - Native Studies option brings a third choice to this popular program area (Pre-Theatre is already in place).

Consistent with the College's strategic direction, the faculties of Health Sciences and Community Services, and Hospitality and Tourism provide a full range of programming to the Toronto community, while George Brown's other faculties are taking a more specialized approach. Given the proximity to the other colleges in the Greater Toronto area, this seems to be a sensible approach and one that will take the College into the next Century with a clear academic focus.

Contact: Maureen Callahan at 415-4475.

# Digital Media

Post-Diploma Certificate:  
2 semesters

**D**igital Media may be offered at a number of educational institutions in the Toronto area, but Michael Maynard, Chair, is convinced that George Brown College has the edge. The College is minutes away from the centre of the Canadian media and design industry, and can therefore attract the best teachers, guest speakers, industry placements, workplace visits, and contacts possible. "Our students will learn and study in a realistic work environment – downtown."

Two semesters long, this new post-diploma program will provide a common first semester where students will learn multimedia design and authoring, html, website design, and how to market on the internet.

In second semester, students will experience a work-site placement, and choose to focus on either Multimedia or Designing for the Internet. In Multimedia, the focus will be on digital video imaging, designing and producing CDs, image editing, and working with sound and animation. Html, integration of text and visuals, and developing project flow charts will be part of the Internet profile.

The program will use the latest Macintosh G3 computers, and industry software such as Photoshop, Macromedia Director, Illustrator Advanced, and

**The College is minutes away from the centre of the Canadian media and design industry... "Our students will learn and study in a realistic work environment – downtown."**  
–Michael Maynard

Adobe Premiere. However, Maynard is quick to point out that this is not just a technical program.

"We've positioned this program for people who want to become managers of various multimedia resources. They will use design, layout, typography, visual thinking, business acumen, and creative and technical knowledge to solve clients' problems and develop projects such as videos, CDs, and multimedia presentations for corporations and advertising, and website design," he adds.

The program is set to begin in January 2000, and on-line delivery of this program is in development. For more information, contact Michael Maynard at 415-2165.

# General Arts and Science – Native Studies

**A return to our roots**

"Culture-based learning" is somewhat new in the educational system, and perhaps nowhere is it used in a more exciting way than in the General Arts & Science – Native Studies program that started this September at George Brown College.

Linda Croall, Program Coordinator, sees the program as an amalgam of academic learning and native culture. Students will receive a solid foundation in the sciences, math, computer studies and communications (English), but will also explore their native history, culture and identity.

Where it is possible, learning outcomes will be achieved using an aboriginal approach to curriculum, with textbooks perspective. For instance, a "Speaking with Confidence" course will be called "Revisiting Oral Traditions." Content will center on the ancient skill of storytelling, and will culminate in a traditional Council Fire where the students will be expected to present a public address without written words.

"The elders are passing away and taking their knowledge with them," explains Croall. "We want the students to talk to them and get their stories." In a fourth semester course entitled "Desktop Video Storytelling," the students will have an opportunity to build on their storytelling skills by writing and

producing a video compilation of their heritage. Since most elders view a video image as close to their own image/essence, they are usually comfortable with on-camera interviews.

Interest in a program such as this began in 1992 when George Brown College sponsored a pre-employment program at the Native Canadian Centre of Toronto. Later, Lori Budge, the College's Native Student counsellor, recognized a need for community-based programming that also provided essential academic skills.

A needs assessment conducted by Marlene Finn, and funded by the Aboriginal Education Training Committee, was reviewed by Croall and provided a basis for development of the current program.

Presently, the program is restricted to native Canadian students only, and approximately thirty students ranging in age from 19 to their mid-50s started this fall. "We want to provide a safe place for native people to come," says Croall. "Hopefully, it will act as a catalyst for students to get involved in other areas."

For more information, contact: Linda Croall at 416-415-4532, or Fran Dungey at 416-415-2090.



## college calendar

## OCTOBER

11

**Thanksgiving**  
College Closed.

13

**Board of Governors Meeting**  
5:30 p.m.

14

**College Council Meeting**  
8:45 a.m.

20

**Aerobathon**  
12 to 4 p.m.  
Gym, Casa Loma campus.

25

**Mental Health Forum**  
(held at Michener Institute).

28, 29

**"Building our Future:  
Focus on Renewal" Forums**  
(See page 1.)

**THE CITY  
COLLEGE**  
**GEORGE BROWN**

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improvement continued from page 1

campuses. "The College has made a major investment in upgrades to the registration centres," says Amer. "There is a new freshness to the areas that will be particularly inviting to everyone." **At St. James, these include:**

- relocating to the large lobby area at the main entrance;
- installing new counters for customer service;
- adding a seating area for waiting students;
- installing self-serve computer terminals nearby;
- initiating a numbering system to reduce lineups and improve customer service;
- creating a more inviting, comfortable decor and atmosphere;
- hiring a receptionist to: welcome; answer questions; explain processes; distribute waiting numbers; advise the quickest and easiest way to register;
- creating an open-concept area with workstations for the staff.

**At Casa Loma, the upgrading of existing facilities includes:**

- replacing the service counters;
- incorporating a seating area;
- improving the decor/atmosphere;
- initiating a new numbering system for waiting students;
- creating an open-concept area with workstations for the staff;
- installing self-serve computer terminals nearby.

The bookstore and cafeterias have also felt the effects of this new focus. At Casa Loma, the bookstore space was increased by over one third to ease congestion and increase the range of products available. Its design and fixtures were altered to more closely resemble those of the St. James campus. Changes to the cafeteria at the Casa Loma

**At both Casa Loma and St. James, the most exciting changes in the cafeterias may be in the selection of foods... the menu changes are both healthy and trendy**

campus include a new floor and seating area, as well as a more service-oriented layout.

At both Casa Loma and St. James, the most exciting changes in the cafeterias may be in the selection of foods. A committee of food providers and students were asked for their input, and the resulting menu changes are both healthy and trendy: more Indian, Chinese and Caribbean foods; salad bars; a greater variety of soups; weekly BBQs; monthly theme buffets; more demonstration cooking (eg. prepared fresh, right in front of you); and wraps.

Housekeeping and washrooms have also undergone major improvements. Every washroom received a facelift and repair, as did anything that required fixing in the entire College. Three shifts of cleaners will ensure that the College is presentable and welcoming 24 hours a day.

Given the very limited time frame within which they had to work, Amer and his staff are nonetheless proud of their achievements, "We wanted to produce results the population would be happy with," says Amer.

For a complete list of renovations, or for more information, contact: Bashar Amer at: 415-4301.